Quality Parenting Initiative
National Conference
Lowes Philadelphia Hotel
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Building a Relationship Based System:
Techniques for Transformation
Relationship-Based Recruiting:

ENGAGING FOSTER PARENTS, BIRTH PARENTS AND YOUTH

Creative Approaches
Engaging Partners
Enabling and Supporting Relationships

Florida, Minnesota, Nevada
WHO
Is here?
What
Do you hope to learn?
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Improving Recruitment Efforts

Through

Partnering with foster/resource parents to engage larger systems

1. Expert by Experience
2. Differing perspective creates new ways of thinking
3. Models QPI relationship of respected partners
Why Foster Care is Needed?

Minneapolis

- 7,511 Children 0-17 in foster care
- 16% Youth who are not with a family (in group/institution)

- 42% Youth with 1 placement
- 28% Youth with 2 placements
- 12% Youth with 3 placements
- 18% Youth with 4 or more placements
Why Birth and Foster Parents Relationships are Needed?

1. To make visitation between children, Foster Parents, and Birth Parents more comfortable and less awkward.
2. Strengthening the relationship between Foster Parents and Birth Parents shows child open and clear communication.
3. Help parents to have a successful visit and feel less rejected by their children.
4. It’s a smooth transition for when the child is placed with the birth parent.
5. Birth Parent Mentoring
6. Foster Parent Mentoring
Foster Parent/Birth Parent Approach

1. Foster Parents invite birth Parents to take part in different activities to normalize the relationships between child, birth family while placed in Out of Home Care.

2. Foster Parents invite the birth family to participate in their child's activities, appointments, school conferences, and major events.

3. There are clear roles discussed between the foster parent and the birth parents.
Key initiatives to recruiting

1. Ask to be added to Church announcements
2. Fliers, Websites, short videos, Social Media
3. Collaborate with Community Based Events
4. Barbershop/Beauty Shop recruitment
5. Public service announcement on local cable channel
6. Word of mouth
7. Host recruitment events with Foster Care Agencies
Do’s and Don'ts

Do’s:
1. Dis-spell the myths about Fostering
2. Cast your nets wide
3. Locate/Collaborate
4. Attend Faith, Community, and Corporate Based Summits
5. Create QPI recruitment Fliers
6. Showcase positive FC role models
7. Never forget why Foster Parents are needed

Don’ts:
1. Don’t focus on the negative aspects of FC
2. Don’t Cold call Organizations
3. Don’t relay on email as your only communication
4. Don’t expect 100% acceptance
5. Don’t set unrealistic expectations
6. Don’t try to be a Super Hero
7. Don’t let a bad experience turn you away from being a Foster Parent
Questions for discussions

1. Why is it important for the public to understand the critical role and value of the Foster Parent?
2. What would make me care about this if I were not a Foster Parent?
3. With the above in mind, what should our key message be?
MOLLY CLORE, FOSTER FAMILY SUPPORT SUPERVISOR
BIG BEND COMMUNITY BASED CARE, TALLAHASSEE, FLORIDA
The need was great....

• From July 2017 – June 2018 – 26 homes were opened, 23 were closed

• The circuit had 64 licensed homes for a population of over 79K children.
Lived experience

- Foster parents
- Adoptive parents
- Social workers
- Case managers
- Reunified birth parent
- Therapists
Recruitment

- Sponsored social media ads (Facebook, on average over 200 shares)
- Real time response for inquiries
- Inquiries are ALWAYS answered by someone with lived experience
- Referrals from current foster families
Results

- 90% retention rate
- 78% of families accepted children within their first week of being licensed
Finding the Right Parent: Know their story

What to know before you meet with them....

• Was their outcome reunification?

• Was their journey positive?

• Was there co-parenting involved with foster parents?

• Do they feel the system supported them?
Plan a meeting to hear their story...

• Share the appreciation for their willingness to even be involved! This can be an embarrassing subject in which fear of being judged is prevalent

• Public speaking is not natural...walk them through some ways in which to make themselves feel comfortable (i.e. sit, stand, hold something in hand, have someone supportive right next to them)

• Hear their story and provide honest feedback – will it paint a positive picture, is it too long, too short, are more or less specifics needed, etc

• Offer some sort of token of appreciation – gift card/certificate, gas card, etc
When would a biological parent be impactful?

• Community presentations to educate on the new face of foster care

• Information Nights/Orientations for the licensing process

• Case manager and investigations preservice trainings

• Videos/Articles on your website and social media

• Mentoring other biological parents through their journey, impacting their active participation and efforts to reunite with their children
Incorporating Birth Parents into Recruitment and Training

Susan Ripley
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Who We Are

• VMware is the 4th largest software company globally
• $10B in annual revenue
• Our team is responsible for over $100M/annually
• Sales process is a core competency of our team
With VMware solutions, organizations are improving business agility by modernizing data centers and integrating public clouds, driving innovation with modern apps, creating exceptional experiences by empowering the digital workspace, and safeguarding customer trust by transforming security.
WHO

Are The Recruiters?
The VMware Sales Cycle

Customer’s Buying Questions

- Who is VMware? Why do I care?
- What problem can you solve for me?
- Does your solution work?
- Ok, so it works, but how does it fit into what we do?
- Prove it!
- What’s it cost?

VMware Sales Stages

- Stage 1 - Prospect
- Stage 2 - Qualify
- Stage 3 - Validate
- Stage 4 - Design
- Stage 5 - Prove
- Stage 6 - Negotiate
Jennifer Erbes
Jennifer.Erbes@clarkcountynv.gov

1. Marketing
   - Everybody recruits!
   - Get referrals from foster families.
   - Use testimonials from current families.

2. Accessible Information
   - Be clear about where to go for information (website, social media, etc.).
   - Pair families with veteran foster parents.
   - Be transparent!

3. Qualification
   - Qualify people ‘in’, not just ‘out’.
   - Be transparent on timelines and challenges.
   - Consistent communication: don’t pass families around.

4. Admin Tasks
   - We are here to serve the families – not the other way around!
   - Avoid frustration by providing clarity around the process (timelines, steps, documentation, etc.).

5. License
   - Communicate to the families that they are not finished with DFS – we are here for ongoing support.
   - Showcase our parents and kids: turn them into testimonials and mentors!

6. Retention
   - F.R.E. – Frequent Recognition & Encouragement
   - Organized support: family nights out, support groups, mentors, easy access to resources.
   - A positive attitude and a Thank You goes a long way!
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Customer Retention Statistics

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td>Success rate of selling to an existing customer</td>
</tr>
<tr>
<td>20%</td>
<td>Success rate selling to a new customer</td>
</tr>
<tr>
<td>$5x</td>
<td>Cost difference to sell to a new customer vs existing customer</td>
</tr>
<tr>
<td>47%</td>
<td>Percent of customers have switched companies after a single instance of poor customer service</td>
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</tbody>
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Passion & Love

...a feeling of intense enthusiasm towards or compelling desire for someone or something. Passion can range from an eager interest in or admiration for an idea, proposal, or cause, to enthusiastic enjoyment of an interest or activity.

• Passion may have brought you here........
• Being informed about what you believe in will equip you
• But loving what you are doing will sustain you

Isn’t that why we are here; love for families & children.
Commit to this exercise; **writing** will do this for you;

1. It takes a thought or images out of the realm of your mind and puts it into another dimension.
2. Now you have a seed.
3. When you see it written it stimulates your imagination. Reinforces the images(pictures) in your mind and/or creates new pathways in your brain to draw from.
4. You give life to it. You know have “a vision.”
5. Now you can say what you see.
6. If you can see it and say it you can follow it.
What are your strengths and weaknesses.
Be honest ........

- What are your **Strengths**
  1. ________________
  2. ________________
  3. ________________

- What are my **Weaknesses**
  1. ________________
  2. ________________
  3. ________________
Now that you know you..........
Making contact

Organization and people are different
Categorize

Prioritize

Mobilize
Identify your targets
If you don’t believe it no one else will.

They will buy you before they buy what you are selling.
Get a foot in the door. But................

Be prepared for unconventional tactics!
To ensure **EXCELLENT PARENTING** for every child under the care of the child welfare agency.